

Marketing Manager (m/f)

Location: Mannheim and/or Cologne, Germany

Caruso is a digital B2B mobility data & service marketplace supporting the implementation, differentiation and expansion of the connected mobility business. We are proud of being a trusted partner of companies such as Bosch, Continental, Mobivia, Schaeffler, Vodafone & ZF Friedrichshafen. We owe our growing success to simple principles like openness, courage, passion, curiosity, selflessness, innovation, inclusion and integrity. It is the embodiment of these traits that makes Caruso the marketplace for the mobility ecosystem. It is also what we look for in new employees.

We are looking for a full-featured marketing unicorn, a content marketer with outstanding English and German writing skills who is capable of creating strategy and content for a variety of channels including web, social media and print. As the successful candidate can also manage joint marketing efforts with our partners, manage our press agency and has a knack for contributing to the organisation of international events. Prior automotive (aftermarket) experience would be the icing on the cake.

A day in the Life:

- Be a storyteller – provide vision and strategy as well as create, develop and localise content for all channels including social media
- Understand the message potential partners are seeking; deliver and translate this into great content
- Build and maintain relationships with the marketing departments of our existing partners and drive opportunities for collaboration
- Manage our press agency and make sure we are delivering the message to our target groups & markets
- Plan and execute international events along with the wider marketing & sales team
- Work independently and as part of a team to come up with a range of ideas and executions
- Receive feedback; use it to grow and improve as a marketer

What you'll need:

- Master's Degree +3 years of relevant experience
- Excellent English and German skills – both verbal & written
- Superb communication in every scenario, with the ability to effectively liaise with external and internal stakeholders
- Organisational superpowers – able to juggle multiple projects & requests at the same time without losing focus
- Getting things done – taking the initiative, confident and calm under pressure, with strong attention to detail, time management & sticking to deadlines
- Commitment to continue learning and growing your professional skill set

What you'll get:

MacBook, iPhone, coffee, soft drinks, table tennis, internal events, completely flexible working hours, working from home in your PJs whenever you feel the need. But that is not our USP. We offer the unique opportunity to join a rapidly growing start-up backed by the key players of one of the most powerful and exciting industries. We offer real responsibility where your working environment is pretty much a green field so that it is up to you how to interpret and shape your role. We will encourage you in challenging us – you'll have a say in shaping the mobility ecosystem. As we are growing we want you to grow with us; your colleagues and our management will do their very best to support you in defining your desired career path and reaching your personal development goals. We have a great international and diverse team that is fun to work with and we pay a competitive salary too – of course ;)

Sounds good?

Send your application to marketing@caruso-dataplace.com including a cover letter, your CV & a brief portfolio and we'll get back to you in no time.